

# MUHAMAD AZLIN

VISUAL COMMUNICATOR • ART DIRECTOR • ILLUSTRATOR

Multi-disciplined graphic designer with over 20 years of broad range design experience in developing high-impact print designs, illustration and marketing collaterals. Ability to combine ideas into work of design. Hands-on approach in bringing creative concepts and ideas to reality. Art directing, collaborating with editors and clients and dedicated to finding the most cost-effective and creative project solutions



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## EMPLOYMENT HISTORY

4:17  
NOW **HRM Asia Pte Ltd**  
Senior Designer

- Provide creative vision and interpret *HRM Magazine Asia's* strategic direction while collaborating with editors and writers to develop clear and consistent creative designs and layouts that support the objectives and goals of the publication
- Discuss ideas for articles and features with editors to determine the best way to visualize story for print and web
- Conceptualize layout designs, illustration and photography ideas for stories to best portray the content
- Art direct photo shoots and the creation of visual assets with external resources such as photographers and illustrators
- Film and edit the publication's online promotional video
- Develop editions of the publication for digital media
- Collaborate with marketing department to develop and conceive original designs and marketing concepts used in sales prospectus and brochures
- Produce HTML newsletter and website banner

### Achievements:

- Revamped *HRM Magazine Asia* in July 2017 with a fresh layout design, better curated images and illustrations. Focussing on a greater engagement on both advertisers and readers. This resulted in a significant improvement in readers subscription and an increase of 8% in advertising sales
- Filmed, direct and edit the inaugural monthly promotional video for *HRM Magazine Asia*, creating an increase in awareness and interest on the publication

10:14  
12:16 **MediaCorp Pte Ltd**  
Art Director

- Produced eye-catching layout design for *Manja*, a monthly Malay language entertainment and lifestyle magazine, through innovative layout concepts
- Effectively managed multiple projects simultaneously while paying close attention to details, quality and print dateline
- Coordinate and direct photo shoots and over see styling of sets/props of products and models
- Commissioned photography, art directed location and studio photo shoots and selection of models
- Developed concepts and illustrate various published editorial illustrations
- Produced and designed *Manja* digital editions and maintained a consistent branding for social media via promotional posters, EDM promos, updates on Facebook and Instagram

### Achievements:

- Significantly improved on the concept, creative vision and layout of *Manja* magazine resulting in an increase of readership from 36,000 in 2015 to 46,000 in 2016 as reported in an AC Nielsen annual survey
- Designed and produced *Manja's* successful annual cookbook - *Selera* which sold out within one week of its release
- Successfully revitalised the art direction on fashion and product shoots generating an increase in reader's interest and enquiry on featured fashion and products
- Improved *Manja's* overall print quality and colour reproduction through strict focussing on detail, print quality and color accuracy during press checks

4:08  
9:14 **Burda Singapore Pte Ltd**  
Associate Art Director

- Provide art direction and visual concept for Prestige, Prestige Lifestyle and Adore
- Designed and developed annual Prestige Yacht supplement

- Created and produced compelling sets and props for major advertiser's related product shoots
- Designed print and digital marketing collaterals, email promos and direct mail pieces from concept to final version

### Achievements:

- Boosted sales revenue from major advertisers with compelling advertorials product shoots
- Effectively collaborated with third party vendor on the design and digital contents of Prestige's iPad app which generated a 10% increase in online readership
- Accelerated the timely delivery process of technically accurate, print-efficient materials to external printers by introducing a cost-effective online management system that cuts delivery time to half

4:03  
3:08 **XL Media Pte Ltd**  
Senior Designer

- Developed and designed editorial layouts for the monthly publication of *XL Magazine* and *XL Extra!*
- Art direct photoshoot of featured personality
- Produced a cohesive, recognizable brand image for inaugural Global Entrepreneur Summit and implementing the brand standard on folders, event banners, brochures, direct mail and marketing initiatives
- Proficiently produced diverse collateral marketing materials for in-house marketing events

### Achievement:

- Reduced the turn-around time for final artwork processes from four to two days by implementing changes to the submission of production files including image production and colour proofing

9:00  
3:03 **Singapore Press Holdings Ltd**  
Layout Designer

- Provide layout design for The Straits Times that are strategic and thoughtful and, in order to achieve maximum impact and communication goals for general readers maximum impact and communication goals
- Ensured the timely completion of layout and providing attention to details within a fast-paced working environment

### Achievement:

- Successfully organised complex source materials into simpler and coherent layout design

2:96  
3:00 **CAD-IT Consultants Pte Ltd**  
Training & Marketing Administrator

- Organised, scheduled and coordinated training classes for end users
- Proficiently directed the production of diverse collateral marketing materials
- Conceived original designs and marketing concepts while collaborating with marketing team to develop captivating brochures and artwork for marketing initiatives
- Skillfully directed the production of diverse collateral marketing materials, including over-sized POP materials

### Achievement:

- Produced banners and posters for product launch event and effectively reduced printing cost by getting sponsorship from plotters and paper suppliers

## PROFESSIONAL SKILLS

Graphic Design	████████████████████
Editorial Design	████████████████████
Illustration	████████████████████
Digital Imaging	████████████████████
Video Editing	████████████████████
Prop Making	████████████████████
Photography	████████████████████
HTML	████████████████████

## SOFTWARE PROFICIENCY

Mac OS	████████████████████
Windows	████████████████████
InDesign	████████████████████
Photoshop	████████████████████
Illustrator	████████████████████
Acrobat Pro	████████████████████
Microsoft Office	████████████████████
Premiere Pro	████████████████████
Dreamweaver	████████████████████

## DESIGN QUALITIES

Creative	████████████████████
Versatile	████████████████████
Detail Oriented	████████████████████
Meticulous	████████████████████
Thorough	████████████████████

## PERSONAL QUALITIES

Great Attitude	████████████████████
Self Discipline	████████████████████
Organised	████████████████████
Independent	████████████████████
Multi Tasker	████████████████████
Team Player	████████████████████

## PUBLICATIONS

- HRM Magazine Asia
- Prestige Singapore
- Prestige Yacht
- Adore
- Asian Journeys
- XL Magazine
- XL Extra!

## EDUCATION

<b>University of South Australia</b>	'08
Bachelor Of Media Arts	'10
<b>Blackburn College, UK</b>	'01
Diploma In Graphic Design	'02